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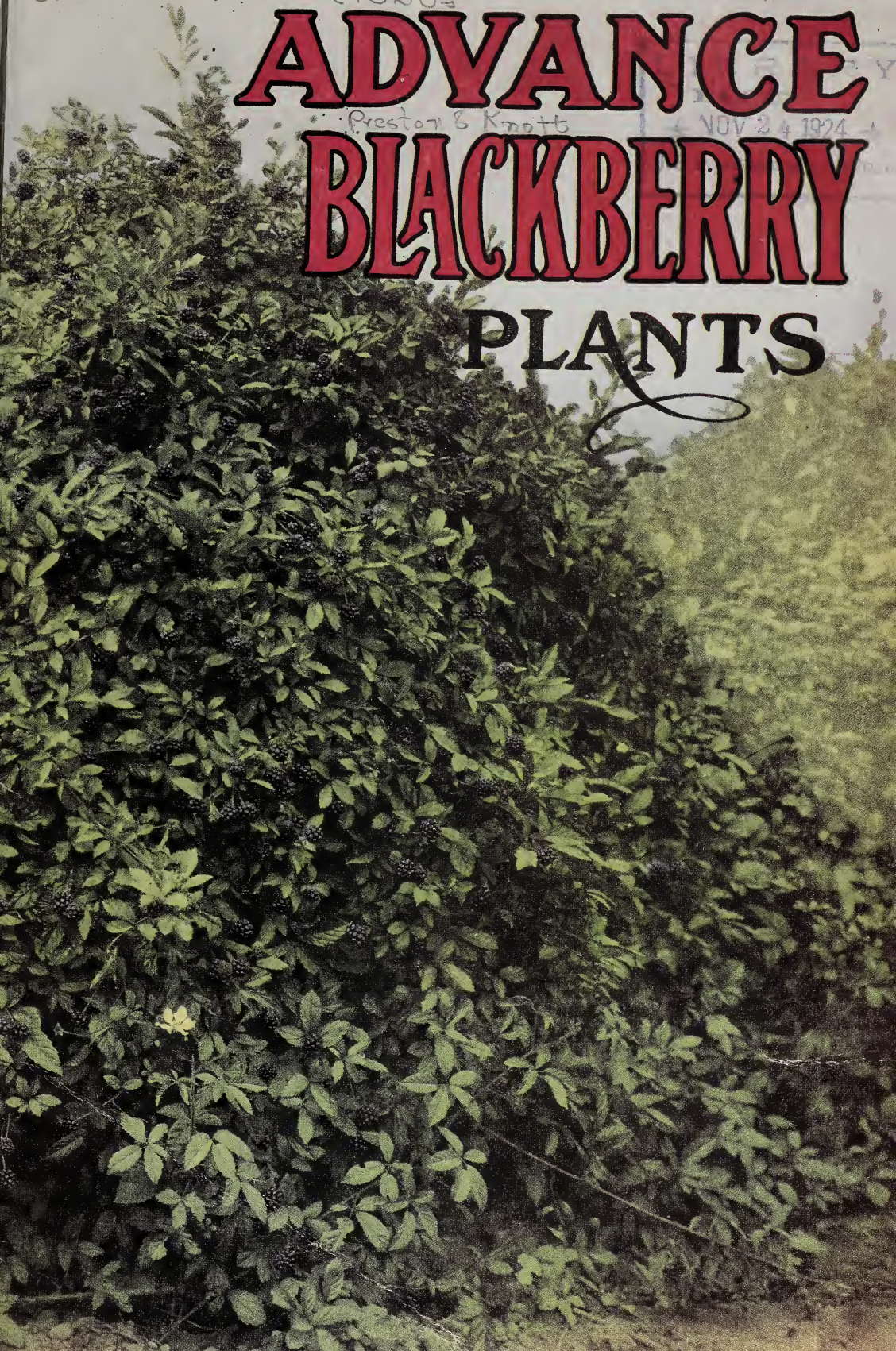
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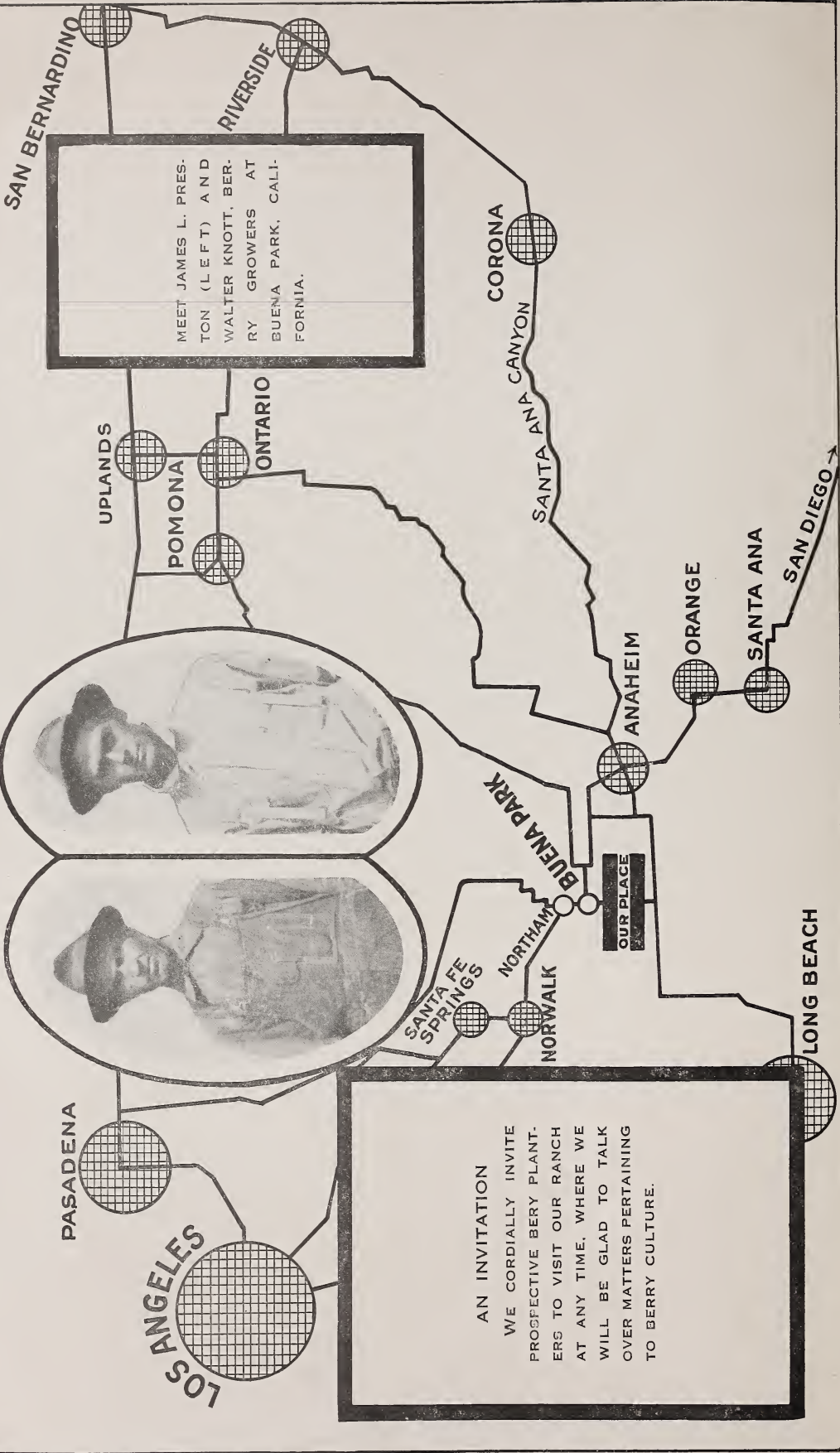
ADVANCE BLACKBERRY PLANTS

Preston & Knott

NOV 24 1924



BEARING ADVANCE BLACKBERRY



SAN BERNARDINO

RIVERSIDE

MEET JAMES L. PRES-
TON (LEFT) AND
WALTER KNOTT, BER-
RY GROWERS AT
BUENA PARK, CALI-
FORNIA.

CORONA

SANTA ANA CANYON

UPLANDS

POMONA

ONTARIO



BUENA PARK

OUR PLACE

SANTA FE SPRINGS

NORTH

NORWALK

ANAHEIM

ORANGE

SANTA ANA

SAN DIEGO

LONG BEACH

PASADENA

LOS ANGELES

AN INVITATION
WE CORDIALLY INVITE
PROSPECTIVE BERRY PLANT-
ERS TO VISIT OUR RANCH
AT ANY TIME, WHERE WE
WILL BE GLAD TO TALK
OVER MATTERS PERTAINING
TO BERRY CULTURE.

To The Prospective Berry Grower



The berry growing industry of Southern California is in progress of re-organization and faces a splendid future. Due to the restrictive legislation the Japanese, who have controlled the activity for the past ten or fifteen years are leaving the fields and the way is clearing for American growers. Furthermore, in the past a large part of the berry acreage has been very close to the big cities, principally Los Angeles. During the past few years, however, a great deal of this close-in berry land has gone out of production due to activities of real estate subdivision operators, so new lands and new growers are needed.

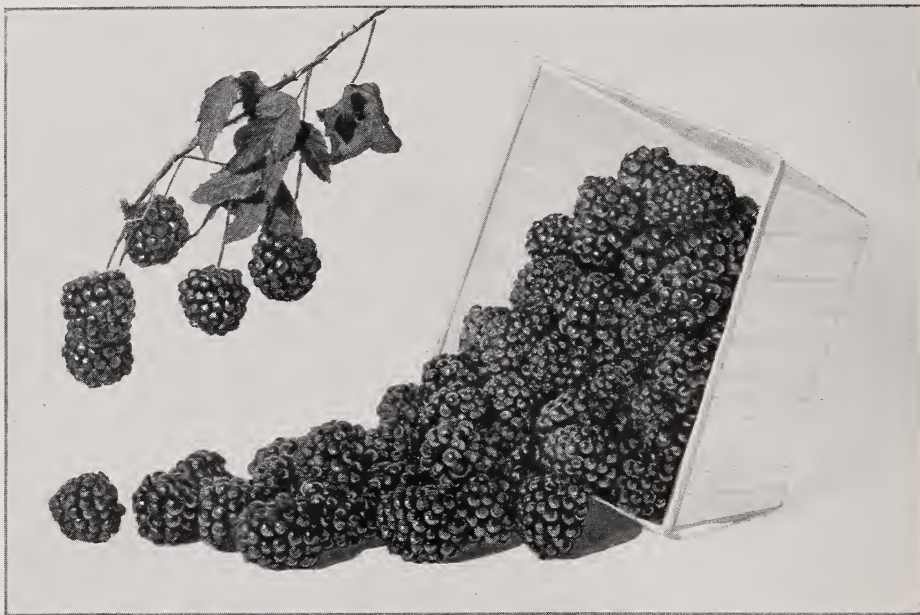
Another factor to be considered by the prospective berry grower is the rapidly increasing population in the Southwest. A crop of berries that would have glutted the local market three years ago will not begin to supply it now. Two years ago, Southern California shipped out to supply it now. Two years ago, Southern California shipped out many cars of berries after the local market was supplied, but this past season, due to the foot and mouth disease quarantine, the entire crop had to be disposed of at home. Surprising as it may seem, the local market took the whole crop, the price remaining at a satisfactory level throughout the season. Bush berries, in fact, sold at a little higher prices than have been the rule for several years.

Many new and promising irrigated districts have been opened up in the Southwest during the past few years. Some of these are favorable to the growing of berries on a large commercial scale. San Diego and Riverside counties especially hold many inducements to prospective berry growers for on the coastal lands of the former and the more sheltered irrigated valleys of both, early, middle-season and late varieties of berries can be planted with little danger from frost. We believe that a large acreage will be set to berries in these favorable spots during the next few years and that those who take up berry growing now will prosper. Location, in-so-much as city markets are concerned is not important. Modern methods of transportation, with Southern California's unrivalled boulevards, brings many markets within reach of the grower, no matter where he is situated. The profit to be made from small plantings should not be overlooked. This may be derived from roadside stands, or if the grower is situated close to a small town, local retailers will be glad to handle his crop. Our packing shed on the boulevard is an important factor in disposing of our crop, retail sales often amounting to \$100 a day during the busy season, and sometimes as high as \$200.

We are enthusiastic over the possibilities of the berry industry in Southern California, but do not let our enthusiasm influence sound judgment. We are increasing our own acreage each year in proportion to facilities for handling the crop, our present planting being four times as large as that which we cared for three years ago. Our twenty years experience in growing berries in Southern California is at your disposal and we will gladly furnish information on planting and cultural methods to anyone who will visit our place. Although we have 35 acres of berries to look after, we are never too busy to discuss your plans and problems.

Our Leader---The Advance Blackberry

THIS variety has been our leader in a commercial berry growing business for twenty years. During that time, through careful selection, we have been developing the Advance with an idea of securing a prolific sort that would mature early and ship well. That we have succeeded is illustrated primarily by the fact that we have always taken heavy crops from our plantings. Furthermore, the Advance is now the first blackberry on the market, maturing three weeks earlier than the Gardena Dewberry, which has always been considered the earliest blackberry in California. The fruit begins to ripen between April 15th and May 8th; we have started picking commercially April 12th and never later than May 8th. Then, as proof that the Advance has been developed towards firmness of fruit as well as earliness, we have found



THE ADVANCE BLACKBERRY

This variety matures three weeks earlier than any other blackberry in Southern California. The berries shown here are one-half actual size.

that they hold up well in transit and on the local market better than any other blackberry. We ship by express every year to Albuquerque, New Mexico, in open crates, without refrigeration, requiring that the berries hold up 48 hours before they reach the retailer. We have also shipped to Denver, which is 70 hours by express from our packing shed. And dealers who handle our product in these cities say that they hold up much better on the retail floor than other blackberries and sell for higher prices. This, we believe, is conclusive proof that the Advance is the best shipping blackberry grown in California today.

At the present time, we have 20 acres planted to this wonderful berry, which, at the height of the bearing season, keep 70 pickers busy. Our pickers are chiefly Mexicans and we find them reliable workers in

the berry fields. The crop lasts from six to nine weeks and ripens slowly, a desirable feature when one has a large acreage to care for.

There are several characteristics of the Advance blackberry that make it a valuable one for large commercial plantings. It produces its berries on little stems coming out from the main lateral branches, as is



OUR PACKING SHED AND ROADSIDE MARKET

shown in an accompanying photo. These little stems, it will be noted, are produced at every leaf joint and bear from three to five berries each. The thorns are much smaller than those on the ordinary blackberry, being very much like the tiny ones on raspberry canes. This is another point in favor of the Advance variety. The most engaging factor in the growing habit of the Advance blackberry, however, is found in the position in which its fruits are borne. Most of the berries set on the outside of the bush and are easily accessible. This naturally lowers the cost of picking a great deal.

Summing up the good points of the Advance variety, we claim that it is the earliest and best shipping blackberry in California; that it bears heavily over a long season; that its habit of growth cuts picking costs to a marked degree, and last, that it sells for very much higher prices than other blackberries. Last season we received \$7.50 per crate net for the first berries, which were sold in competition with much cheaper strawberries, but the following week, with much larger picking, we received \$8 per crate for all the Advance blackberries sent to market.

Our advice to the prospective berry grower who has good berry land in sections of the Southwest which are not subject to heavy frosts after March 15th, is to plant the Advance blackberry. Through our practical effort in plant selection, we have built up in this variety the standard of quality we believe a commercially successful early blackberry should possess.

It takes only 800 plants of the Advance to set an acre, as they should be spaced six feet apart in rows nine feet across. The first year after planting, the vines trail more or less over the surface of the soil, much like the dewberry, but the next and succeeding years they grow upright like the common blackberry. They respond to the same careful watering, cultivation and fertilization as must be practiced with all sorts of berries.

PRICES	10	100	1000
	\$2.50	\$20.00	\$150.00

Other Blackberries

Macatawa Everbearing—The Macatawa is a bush type blackberry requiring no support. The fruit is uniformly large, very sweet, firm,



A Spray of Macatawa Blackberries

with few seeds and practically no core. It bears an exceedingly heavy crop through June and July and another light crop of very large berries in the Fall. One grower reports a yield of 20,000 baskets to the acre from two-year old bushes. This past season, from a one acre planting of one-year old bushes we took 9000 baskets. We consider this a very satisfactory showing for any variety of blackberry. The Macatawa is the practical sort for home garden planting as it is both a good canner and fine for eating fresh. As a market berry, we consider it the best of the mid-season blackberries because it bears such abundant crops of glossy black, uniform sized fruits which always look a little better on the market than those of the other varieties ripening at the same time. We are increasing our acreage of this variety and our supply of plants is limited.

Prices	Each	10	100	1000
	\$.15	\$1.25	\$8.00	\$65.00

Crandall—This sort has been the leading mid-season blackberry in Southern California for many years. The bushes require no trellising. The berries are medium size, of good quality and nearly round in shape. The Crandall produces good crops each year and we consider it a satisfactory berry for Southern California.

Prices	EACH	10	100	1000
	\$.15	\$1.25	\$7.00	\$50.00

Plant this sort five feet apart in rows eight feet across, requiring about 1000 plants to the acre.

The Best Dewberries

GARDENA—This is the earliest and most prolific of all dewberries, ripening three weeks later than the Advance Blackberry, but two weeks earlier than the common varieties of blackberries. We consider the Gardena to be the best dewberry for planting in Southern and Central California, where it is unusually prolific and a “sure-cropper.” From one acre of Gardenas, the first year after planting, we picked 7200 pint baskets and the second season (the second year after planting) we picked 15,000 baskets. This is not an unusual yield on good land with proper care.

The Gardena dewberry was named by W. M. Gray, of Gardena, Los Angeles County, who was one of the first to grow them here. This variety can be grown successfully anywhere in the Southwest where climatic conditions for berry growing are favorable. Its bearing season lasts from four to five weeks, commencing from May 15 to May 25, according to the weather. It is a strong grower and should be trellised to produce the heaviest crops.

PRICES.....	EACH	10	100	1000
	\$.15	\$1.00	\$6.00	\$40.00



Picking Berries in one of our Gardena Dewberry Fields

LUCRETIA—This variety is a very firm, handsome berry of good quality which we recommend planting to prolong the early blackberry season, for it is about ten days later than the Gardena. Its heaviest bearing season comes at a time when the Advance is going out, and as it is a good shipper, it can be used to supply markets which have been taking the Advance. It is not as prolific as the Gardena, but of much better flavor and appearance and larger than the ordinary blackberry in size. All of these qualities make the Lucretia a profitable berry and one that should be planted by all berry growers.

PRICES	EACH	10	100	1000
	..\$.15	\$1.00	\$6.00	\$40.00

Some Raspberries for the Southwest

NEARLY all varieties of the raspberry do well in the irrigated sections of the Southwest where soil and climate are adapted to their needs. Under careful management they produce large crops and return handsome profits to the grower.

We are growing varieties of both the red and black raspberries. Until very recently the general opinion has been that the black raspberry



The Cumberland Black Raspberry

could not be grown successfully in the Southwest. For this reason, there has been but comparatively few plantings made of the blackcaps. The truth of the matter is that they are well adapted to the soil and climatic conditions in many districts of Southern California, and as these berries are scarce in local markets, growers are receiving high prices for them. Our crop of blackcaps sell for better prices than any other mid-season berry, and next to the Advance, they brought us the highest average price during the past two seasons (1923-1924). We are convinced that they will prove to be money makers for anyone who will plant them.

Plant Black Caps

Cumberland—We consider this variety to be the best blackcap for the Southwest. It produces abundantly over quite a long season and the quality of the berries is excellent, being very firm and of good flavor. It is also a good keeper—we have found that they will stand up in transit far better than any other raspberry. We retailed most of the last year's crop from our packing shed and people from all parts of Los Angeles and Orange Counties ordered them a week in advance. Our success, with the Cumberland black raspberry, along with that of other growers in producing good crops and disposing of them at a profit, is abundant proof of its promise as a commercial head-liner in the Southwest.

We are offering only selected and thrifty tip plants with a large and well developed root system. With reasonably good care, these should make exceptional growth the first season and produce a very profitable crop the following summer.

PRICES	EACH	10	100	1000
	\$.15	\$1.00	\$6.00	\$40.00

Red Raspberries

California Surprise—The California Surprise is one of the most widely grown red raspberries in Southern California and is also one of the most productive. In our locality, after bearing a heavy crop through May, June, and July, it often sets a late crop in October and November, with ripe berries on the bushes at Thanksgiving time. In flavor, we believe that this berry is a little the best of the red raspberries and we have found that persons who buy them will invariably return for more. It is a good seller.

PRICES	EACH	10	100	1000
	\$.15	\$1.00	\$5.00	\$30.00

La France—(Everbearing) This red raspberry was introduced only a few years ago but is becoming very popular with growers in all parts of the country. It is about twice the size of other red raspberries and for this reason they are much cheaper to pick than ordinary varieties. Because of their great size and fine appearance, the La France sells on sight. The plants are very vigorous and bear heavily throughout their season, which is from early June to late in the summer. We recommend them for both home and commercial planting.

PRICES	EACH	10	100	1000
	\$.25	\$2.00	\$18.00	\$140.00

Ranaree—(Everbearing) Probably the most prolific everbearing raspberry on the market, this variety is proving to be a great success around San Jose and Palo Alto, from which points they are shipped in car lots to distant markets. Thousands of trays of them are shipped into Los Angeles each year during August and September from the North because the local crop cannot begin to supply the demand.

PRICES	EACH	10	100	1000
	\$.15	\$1.00	\$6.00	\$40.00

St. Regis—An everbearing red raspberry of comparatively recent introduction which has become a standard for everbearing sorts. The fruit ripens a little later than the Surprise, but it continues to set and ripen later in the Fall.

PRICES	EACH	10	100	1000
	\$.15	\$1.00	\$6.00	\$40.00

The Loganberry

THIS fine berry, very popular and extensively planted in Oregon and Washington for juice production, is of California origin, being introduced by Judge J. H. Logan, of Santa Cruz, more than 20 years ago. The elongated fruits are a deep red in color, very large (about 1½ inches long) and have a pleasing flavor all their own. In Southern California, Loganberries are sold in eight-ounce raspberry boxes, and on account of the proportionate sizes of the container and berry, they are the cheapest of the small fruits to pick. And the fact that the bushes are supported on trellis with fruits easily accessible also contributes largely to lowering picking costs.

PRICES	EACH	10	100	1000
	\$.15	\$1.00	\$7.00	\$60.00

Strawberries For Profit

THOSE who are in a position to handle strawberries should not fail to plant them this year for all indications are that they will be scarce and high next season. Many sorts do well in Southern California, but some varieties have, because of certain engaging characteristics, proved to be better commercial berries than others and for this reason are extensively planted. Those which we offer have been placed on this selected list.



Klondyke—This strawberry is planted more extensively in Southern California than any other sort for local and shipping market, as it is the earliest and most profitable sort. Plants will produce two crops a year in the Southwest, the first in the early spring and the second during the summer. It is a vigorous grower and a good plant producer. We recommend it above all other strawberries for commercial planting.

PRICES	25	100	1000
	\$.50	\$1.50	\$6.50

Banner—For the grower who wishes to build up a strawberry trade on fine quality, we recommend the Banner variety. It is just as attractive as the Klondyke and far superior in flavor. It sells the first time on its looks, but after tasting them, the buyer is a steady customer for this delicious berry. Although we do not class it as everbearing, it produces fruit almost continuously through the summer and its size holds up throughout the long bearing season. We strongly recommend the Banner to the home gardener and to the commercial grower who can command a premium for extra fine quality. The Banner is the variety that made Watsonville famous as a strawberry growing center, and is now winning favor in this part of the state.

PRICES	25	100	1000
	\$.75	\$2.00	\$15.00

New Oregon or (Oregon Plum)—More growers should try this variety. It is the largest, strongest growing and finest flavored strawberry we have yet found. While we would not advise planting this sort exclusively, or even on a very large scale until it has been more thoroughly tried out in Southern California, everyone interested in strawberries

should plant some. We have only had this berry one year, and while it has not produced as heavy as the Banner planted at the same time, the plants have developed remarkably and show great promise for next year. Our first-year planting of this sort has yielded more berries than the Klondyke or Carolina in the same field and planted at the same time. We have sold fruits of the New Oregon strawberry from our stand and customers who were fortunate enough to secure some of the limited supply immediately came back for more of "those big, sweet Oregons." This variety is taking the place of all others in Southern Oregon.

PRICES	25	100	1000
	\$.75	\$2.00	\$15.00

Carolina—This strawberry has been grown only four or five years in Southern California but we class it next to the Klondyke in commercial importance. Like the Klondyke, it bears two crops a year, the first in the early spring and summer and the second in late fall. On our land, the plants have proven to be vigorous growers, and the berries are uniformly large, bright red in color and of fine flavor.

PRICES	25	100	1000
	\$.50	\$1.50	\$8.00

Progressive (Everbearing)—This is the best, most vigorous and prolific of the everbearing strawberries, producing fruit six to nine months of the year. The berries are not as large as the Klondyke or the Carolina, but are sweeter. We recommend it for the home garden.

PRICES	25	100	1000
	\$.75	\$2.00	\$15.00



TREES AND VINES

WE offer the following fruit trees, all of which have proved themselves adapted to California conditions. All of our stone fruit trees are on peach roots. We do not mail or express small lots of fruit trees, as we do berry plants, but on larger orders we will either ship them or deliver them by truck. If possible, drive out to our nursery and select your own trees and plants. We are listing here only first quality, large well rooted stock, four to six foot size. If you wish the lighter grades write or call for prices.

All fruits at the following prices except where otherwise noted:
Each, \$.60. 10, \$5.00. 100, \$45.00. Orders of five trees at ten rate and 50 at hundred rate.

PEACHES

J. H. Hale—By far the firmest, best keeping freestone peach. Very large, highly colored, and of the finest quality. Although this peach is nearly as firm as a cling it is still one of the best peaches to use fresh. Ripens in August.

Elberta—A large yellow freestone peach with a red cheek. One of the most popular freestones with the commercial grower. August.

Lovell—A heavy producing, yellow freestone grown largely for canning and drying. August.

Early Crawford—A fine flavored, large yellow freestone which ripens in July.

Early Imperial—Very early, yellow, with red cheek. A good shipper. Late June to early July.

Salway—A fine late freestone that is ready for the market in September.

Phillips Cling—One of the most popular canning varieties. Yellow clear throughout to the stone. August.

Tuscan Cling—A large, round, yellow cling of the finest flavor. Very red on the sunny side. A widely grown commercial variety. July.

White Heath—A very fine, white, late, juicy, cling. September.

Orange Cling—A good yellow, mid-season peach used largely for home canning. August.

Strawberry—An early, highly flavored white peach. A good table variety.

Special Prices on Fruit Trees

We are making 25 per cent discount from prices listed in Catalog on all Fruit Trees and Walnuts.

Figure your order accordingly.

PLUMS

Satsuma—The most popular blood plum. Large, very red, with an exceedingly small pit. July.

Burbank—A medium sized, round, yellow plum. Very productive. July.

NECTARINES

Stanwick—The standard mid-season variety. August.

APRICOTS

Royal—The best of all apricots and by far the most widely grown in California. July.

Moorpark—A very large, late, apricot. Rather light bearer in some localities.

PEARS

Bartlett—The commercial pear of California. A strong growing, productive variety which ripens early. August.

Winter Nelis—Produces heavy, regular, crops of russet pears which ripen in December. A good variety to plant with Bartlett as a pollenizer.

FIGS

Mission—The leading black fig. A strong grower.

Black San Pedro—A desirable table variety.

Kadota—The most popular white fig for canning and drying.

PERSIMMONS—(On Lotus Roots)

Hachiya—The best variety for California, and the only one we grow.

WALNUTS

(On Northern California black walnut roots)

Prices for large six to eight foot size: Each \$1.50. 10, \$14.00. 100, \$125.00. Five at the ten rate and fifty at the hundred rate. Prices on the other sizes on application.

We recommend planting walnuts 60 feet apart each way, which requires 12 trees per acre. If you plant the space between the trees to berries you will have a good income from your land while waiting for the trees to come into bearing. The space used by the trees will hardly be missed. Walnuts, being deep rooted, will not injure the berries for many years.

Placencia—The most widely known variety in Southern California. Very productive and starts bearing younger than most walnuts. Soft shelled.

Eureka—A good grower and very productive. Blossoms a little later than Placencia, which makes it desirable for sections subject to late frosts. Soft shelled.

VINES

Every home in California should have an assortment of grapes, either an arbor or a row in the garden or orchard, for nowhere do they grow so easily or produce as abundantly. Rooted vines are so reasonable that it does not pay to buy anything but the best. Our prices on large size, well rooted, vines are as follows:—(except the eastern varieties as noted below): Each \$.15. 10, \$1.00. 100, \$7.00
Special prices on larger lots.

TABLE GRAPE

Muscat—The large, white grape which hangs in long loose bunches. One of the very best and most popular table grape, as well as the principal raisin variety.

Malaga—A large, firm, white grape. The bunches are very large and rather compact. Good shipping variety.

Flame Tokay—The large, red, firm variety. Produces huge bunches. Considered by many the most beautiful of all grapes.

Cornichon—A good late sort, very firm and large, with tough skin. A good keeper.

Thompson Seedless—This widely grown seedless grape is our most popular early variety, and a good arbor grape.

Emperor—Very late, large, red and firm. Bunches rather loose and very big. One of the best late shipping varieties.

Mission—A very sweet black grape. Used both for a table grape and for wine. A good arbor variety which produces very heavy crops.

WINE OR JUICE GRAPES

Zinfandel—The grape from which Claret wine is made. Produces large and compact bunches.

Alicante Bouschet—An exceedingly sweet grape with bright red juice.

Mataro—Another very popular red wine grape.

AMERICAN OR EASTERN VARIETIES

Both the Concord and the Pierce (California Concord) are growing more popular in California every year. Do not hesitate to plant them—either commercially or for home use. Both are splendid arbor varieties. The Pierce forms bigger bunches and larger grapes, but that distinctive flavor is not so pronounced as in the Eastern Concord.
PRICE, Each \$.20. 10, \$1.50. 100, \$12.00.

WHEN PLACING AN ORDER

USE the enclosed order blank when possible.

REMIT post office money order, registered letter, express order or check.

WRITE your name and address plainly; do not fail to advise us when and how you wish the plants shipped—express or parcel post.

PRICES do not include express, postage, cartage or freight. Money sent to cover postage in excess of that required will be promptly returned.

QUANTITY ORDERS—Fifty or more plants of one kind at the 100 rate and 500 or more at the 1000 rate.

WE DELIVER plants to carriers or postoffice in good condition and well packed, and although we have no control over them after they leave our hands, we will guarantee them to arrive in good shape.

ALL PLANTS inspected by local Horticultural Inspector before leaving our place.

WE CANNOT accept an order to be sent by mail or express the total of which amounts to less than \$2.50. At the nursery we can sell you any quantity that you wish.

ALL ORDERS for future delivery should be accompanied by at least one-fourth cash.

GUARANTEE. We will exercise great care to have all plants delivered true to name and in good growing condition, nevertheless it is agreed that if any stock should prove untrue to name, we will be liable for the sum paid for only such stock as may prove untrue and for no other or greater amount. We do not guarantee the plants to live or make up for any loss due to climatic or any other condition over which we have no control.

PRESTON & KNOTT

Buena Park, Orange County, California

CATALOG BY
ROSS H. GAST
LOS ANGELES

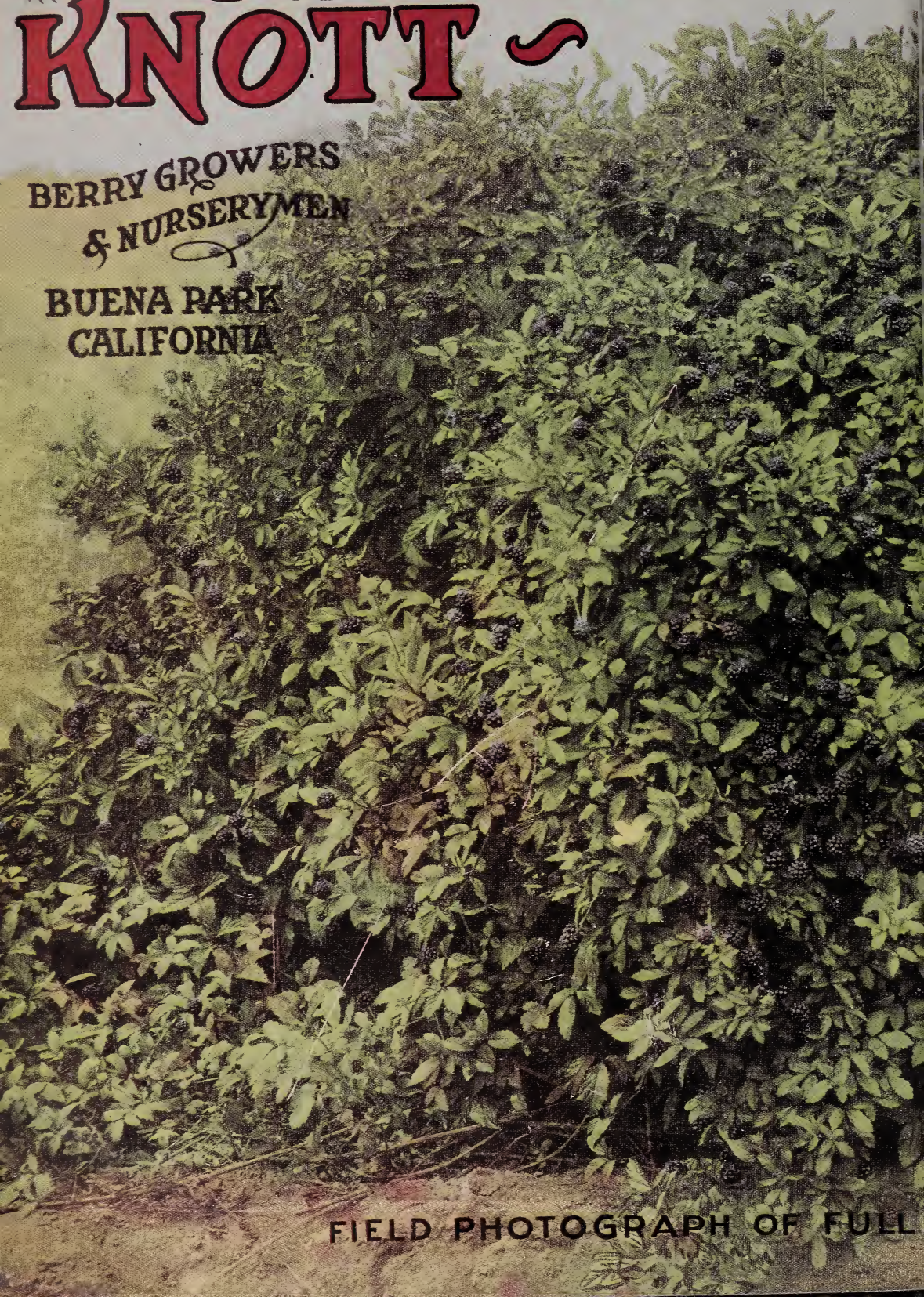
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LOS ANGELES

PRESTON & KNOTT ~

BERRY GROWERS
& NURSERYMEN

BUENA PARK
CALIFORNIA



FIELD PHOTOGRAPH OF FULL